


**EXECUTIVE SECRETARIAT
ROUTING SLIP**

TO:		ACTION	INFO	DATE	INITIAL
1	DCI		X		
2	DDCI				
3	EXDIR				
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		SUSPENSE _____ <small>Date</small>			

Remarks

TO #14: Please prepare appropriate response.

Executive Secretary

20 Aug 85

Date

3637 (10-81)

Executive Registry

85- 2867

SOUTHERN CONFERENCE BUREAU, INC.

SPEAKERS BUREAU

MEETING PLANNERS

August 12, 1985

William J. Casey
Central Intelligence Agency
Washington, D.C. 20205

Dear Mr. Casey;

Greetings!

I'd like to take this opportunity to introduce you to our organization, inform you of the services we provide and invite you to be included in our 1985-86 Speakers Catalog.

The Southern Conference Bureau, Inc. is comprised of professionals that have over 25 years combined experience in all facets of meeting planning, promotion and production. We are Florida's Premier Speakers Bureau and are striving to become the most respected lecture and seminar bureau in the Southeastern U.S.

Our Speakers Catalog for 1985-86 will include nationally known personalities such as Dr. Arthur Laffer, creator of the "Laffer Curve", Douglas Kiker of NBC, Paul Duke of Washington Week in Review, ABC's Bettina Gregory, Dr. Joyce Brothers, Time Management expert Dr. John Lee, F. Lee Bailey, Washington Humorist Mark Russell and The Amazing Kreskin to name a few. We represent many sports celebrities and experts from the Business, Political and Academic arenas. We also represent several entertainers.

We are in the process of updating our catalog. Although we currently offer an excellent speakers roster, we feel that it is in the best interest of our clients to offer even more diversity and a broader range of personalities. We would like our company to be considered as the agency of your choice to actively represent you. Please respond as to what type of relationship you would like to develop and maintain. If references are desired, we will gladly provide them upon request.

If a standard non-exclusive representation is agreeable to you at this time, please inform us of the open dates on your '85-'86 calendar and provide us with your financial requirements (that is, the amount you want to net from each engagement - we add a 20-25% commission for our remuneration), any specific contract requirements (riders), and your travel and accommodation considerations. If you'd like our company to be your exclusive representative for speaking engagements, please schedule an appointment with us by calling (305)254-4800.

DCI
EXEC
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380 N. WICKHAM RD. SUITE A MELBOURNE, FLORIDA 32935 305-254-4800

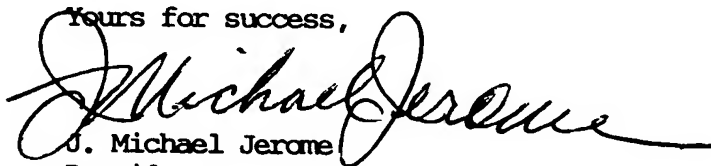
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Please submit a list of topics and addresses (keynote speeches, seminars, panel discussions, as a moderator, etc.) that you excel on. This will assist us in securing the type of engagement which will benefit both you and our buyers. In addition, we require biographical information, a recent audio and/or VHS cassette of one of your lectures and an 8" X 10" or 5" X 7" glossy black and white photograph. We maintain a library of tapes which we use during presentations and find particularly useful in securing bookings. Letters of recommendation are also very helpful. We will use the information to put together complete press kits.

We look forward to hearing from you. Please respond as promptly as possible, as developing a desirable catalog is a time consuming process. If you have any questions or comments feel free to call.

Yours for success,


J. Michael Jerome
President

P.S. If there is specific copy you would like us to use in conjunction with your photo, please inform us.